Conclusions and Wrap-Up

Robert L. Goodwin
Vice President
INPUT

© 1989 by INPUT. Reproduction Prohibited.

Environment for Information Services in Year 2000

- Worldwide Network Infrastructure in Place (ISDN)
  - Voice
  - Data
  - Text
  - Graphics

INPUT

NOTES:

MPRE89-285a

© 1989 by INPUT. Reproduction Prohibited.

Environment for Information Services in Year 2000

- Simultaneous Language Translation/ Transmission
- Active Home/Consumer Use of Videotex, Data Base Access

INPUT

NOTES:

MPRE89-285b

© 1989 by INPUT. Reproduction Prohibited.

Environment for Information Services in Year 2000

- Image Processing Is Routine
- Portable, Desktop Computers Used by All Professional/Clerical/ Managerial Workers
- Standards in Place for OS, Graphical Interfaces

INPUT

NOTES:

MPRE89-286

© 1989 by INPUT. Reproduction Prohibited.

1999: Environment for Information Services

- Fewer Hardware Vendors
- Solutions Delivered, Not Products
- Software Customized by Nonprogrammers

INPUT

NOTES:

MAAP-84c

MPRE89-287

© 1989 by INPUT. Reproduction Prohibited.

Conclusions

INPUT

NOTES:

MPRE89-349

© 1989 by INPUT. Reproduction Prohibited.

Conclusions

- Overall Market Remains Vital
- Opportunities Will Require Targeted Marketing and Support
- Paradoxically, Breadth of Services/ Products Enhances Market Position

INPUT

NOTES:

MPRE89-288a

© 1989 by INPUT. Reproduction Prohibited.

Conclusions

- Shorter Lifecycle Calls for Fast Response
- People Skills/Retention Are Key
- End Users Becoming Decision Makers
- Systems Integration Expands
- Technology Creates Opportunities

INPUT

NOTES:

MPRE89-288b

© 1989 by INPUT. Reproduction Prohibited.

Recommendations to Vendors

- Focus on Marketing
- Establish and Protect Account Base
- Expand Scope of Services to Customers

INPUT

NOTES:

MPRE89-290a

© 1989 by INPUT. Reproduction Prohibited.

Recommendations to Vendors

- Deliver Complete Solutions
- Be Aware of Standards, Leverage Them
- Develop Multiplatform Solutions
- Consider International Markets

INPUT

NOTES:

MPRE89-290b

© 1989 by INPUT. Reproduction Prohibited.

Available Information Services Revenue, 1988-1993

GO FOR IT!!!

INPUT

NOTES:

RG4

MMR 89-285
-286
-287
-349
-288A
-288B
-290 AB
-291